

Virtual Retailing Internship Program



Are you finding it challenging to secure internship opportunities for your students at local retail stores, or help them meet career readiness standards?

Our **Virtual Retailing Internship Program** can expose your students to the exciting and high demand retail industry. This year-long program prepares students prior to stepping into a physical workspace, and gives them the opportunity to test and try concepts in a risk-free simulated environment. And unlike a physical internship, your students will get to experience and manage all aspects of a retail store. They'll gain valuable skills and get to uncover which areas they like most and where they'd like to focus in the future, or major in at college.

Key Benefits

- Students learn why stores are located where they are and about the decision-making process behind pricing products
- Students learn promotion and marketing strategies including traditional media and email campaigns
- Students learn how to design the layout of their stores to highlight key products that help increase profitability
- Meets career readiness, preparation, and workplace essential standards
- Includes an exciting end-of-year culminating project
- Gives teachers all the lessons, activities, tools, and resources to help students find success

Lesson Topics

Workplace & Internship Readiness Course

- Know Yourself
- From Classroom to Employment
- Workplace Behavior
- Communicating at Work
- Teamwork Makes the Dream Work
- Managing Your Time, Energy, and Money
- Protecting Yourself and Your Employer
- Bringing it Together and Becoming a Leader

Virtual Business Retailing Simulation

- Market Research
- Product, Place, & Pricing
- Traditional & Email Promotion
- Staffing, Selling & Customer Service
- Purchasing & Inventory Control
- Merchandising
- Security & Risk Management
- Financing & Business Planning
- Projects: Retailing Mogul, Mega Mogul, & Turnaround

LMS Compatibility

   **canvas**  **D2L**  **Blackboard**

Pricing

1-Year School License: (Unlimited Teacher and Student License) \$1,200

**Virtual Schools Call for Pricing*

Learn more about the **Virtual Retailing Internship Program**
KnowledgeMatters.com/Internships
877-965-3276

